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THE LOOK OF WINNING NEWSPAPER ADS

Research Findings on Ad Design to Promote Image, Traffic, and Sales

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EXECUTIVE SUMMARY

How do "good" newspaper ads differ from "poor" ones? We asked retail advertising professionals who create or oversee store advertising to examine a cross-section of 1009 ads that ran in the 30 largest papers on Sunday, August 23, 1987. The experts rated each ad as either "good," "okay," or "poor" for each of three purposes -- enhancing image, building traffic, and promoting sales. We then identified the layout features that distinguish "good" ads from "poor" ads according to one definition -- the collective wisdom of those who commission and create newspaper advertising.

No absolute rules emerged: every design element appeared in both "good" and "poor" ads. But overall, ads rated "good" by experts differ in important ways from those rated "poor." The distinguishing features of highly rated ads suggest the following opportunities for improved newspaper advertising:

1. Illustrations should be more prominent. Ads for retail products benefit from illustrations covering half or more of the ad, whether the purpose is to build image, traffic, or sales. Yet only 52% of ads for retail products do so.

2. The use of color should be expanded. Color enhances both image and sales ratings in ads for retail products, but fewer than one-fifth of such ads use color.

3. The purpose of the ad must guide ad design. While the experts view traffic and sales ads as similar, image ads are seen in a very different way. Nonetheless, an ad that does a "good" job of promoting its primary purpose is almost never seen as doing a "poor" job for another. To elaborate . . . .

IMAGE ads have a distinctive look . . .

- IMAGE ratings are influenced by more layout features than either traffic or sales ratings.

- Highly rated IMAGE ads are characterized by a distinctive look or style, particularly with regard to illustrations:

  - Illustrations. A single illustration or, for a retail product, a major illustration accompanied by one or more minor illustrations; people shown in photos; if a retail product, the product shown in use or action or the results of use shown; and, if a service, a symbolic or descriptive depiction of product use, benefits, or results.

  - Headlines and sub-heads. In ads for retail products, mention of the brand, but not the store, in the head or sub-head; in non-store ads, a head or sub-head related to the product. In ads smaller than 63 column inches and in non-store ads, avoidance of "high attention" heads of large type (72 point or more), all caps, or several lines.

- Other style features. A single advertised item, accompanied by body copy without cut lines; a single logo, located toward the bottom of the ad, off center; and copy of 50 words or less even in the largest ads. (Ads with 200 or more words tend to be judged poor on image regardless of size.)

- IMAGE ads do better without reference to price: no mention of price, sale, other price incentives, or credit cards.

TRAFFIC and SALES ads call for immediate results . . .

- Ads judged good at promoting SALES include features -- particularly a headline or sub-head -- that help to catch reader attention and convey important information. Helpful features include:

  - Both a headline and a sub-head; a "high attention" head of large type, all caps, or several lines; a head or sub-head related to the product; and possible mention of the store or place where the product or service can be obtained. These features are particularly important in ads for non-store categories like travel, real estate, and services.

- Size makes an important impact in TRAFFIC and SALES ads. Ads of 63 column inches or more were rarely rated poor at building traffic or sales. In addition to attention-getting value, larger ads include more features and are able to make a more complete presentation of selling points.

In an era of declining customer loyalty, good newspaper advertising takes on new importance. As NAB research has demonstrated over the years:

- Few people are in the market for a particular product on any given day, but newspaper ads provide a mechanism for reaching prospects at the time they are predisposed to buy;

- Newspaper ads achieve high levels of exposure, particularly among prospects and more affluent readers;

- Newspaper ads are important in stimulating unplanned purchases;

- Ads are an important attraction of the newspaper for its readers.

By identifying the design elements common to ads that advertising professionals say are good examples of their craft, it is hoped that this study will contribute to the design of winning newspaper ads tailored to the advertiser's purpose -- whether building image or generating traffic and sales.

I. INTRODUCTION

What makes a newspaper ad good? Are good ads the product of an undecipherable creative process, or do they share some common principles expressed through observable design elements? The answer, we believe, is a combination of both.

This study was conducted in order to determine how good newspaper advertising handles a myriad of technical design elements, such as headline placement, amount and style of copy, and layout of illustrations. It did not probe the "black box" of the creative process or try to codify such creative products as metaphor, plays on words, or cleverly worded headlines. Nor did it seek to dictate a "formula" for good newspaper advertising: the creative process will always find ways to produce outstanding ads by defying conventional wisdom. Conversely, lackluster ads are sometimes produced regardless of whatever rules may be identified.

In order to examine the ad layout or design elements common to good newspaper ads, two problems had to be solved. One of them was to find a way to identify a "good" ad. An ad's success at getting the newspaper reader to do something -- read the ad, go into the store, or buy the product -- depends not only on the content and appearance of the ad but also on external factors including marketing and merchandising decisions, characteristics of the reader, and product category. If merchandise doesn't keep the ad's promises, often there is no sale. A second problem was to describe the design elements of the tested ads systematically.

Our solution to the first problem was to focus on the ad itself, rather than the external factors. So, we turned to experienced retail advertising professionals -- those who oversee the creation of newspaper ads and who decide what their store's advertising will look like. Simply by looking at a group of ads, could a jury of these experts making independent judgments reach consensus about which ads are good and poor examples of their craft? If so, we would then have the basis for identifying the design principles of good and poor newspaper advertising according to one definition -- the collective wisdom of those who commission and create it.

Recognizing that different ads have different purposes, we asked each member of our panel to rate a sample of ads according to their appropriateness for three purposes: (1) enhancing image; (2) building traffic; (3) and promoting sales. Because the findings are based on the consensus of experienced advertising professionals, they may tend to represent the traditional or classic face of newspaper advertising more than leading edge design.

To solve the second problem, coders measured 44 different design features of the ads. They focused on what the ad said and showed, rather than what might be implied or communicated by the ad. Because the study was concerned with these technical features, the coders did not consider content and meaning even though they undoubtedly entered into the ratings.

This study was conceived by Alfred Eisenpreis, NAB Senior Vice President, and directed by Carolyn A. Eldred of the NAB Research Department. Polaris Research collected the ad ratings from the expert jury, while Trewhella, Cohen & Arbuckle (TCA) and Cooper Services coded the characteristics of the sample of ads. TCA also tabulated the data.

II. STUDY METHOD

A. Newspapers and Ads Represented in the Study

Rather than draw on a nationally representative sample of newspapers or ads, this study focused on the Sunday ads seen by the most people -- those appearing in large papers that serve major markets. A sample of ads was selected from the August 23, 1987 issue of the top 30 newspapers in Sunday circulation in the U.S. Their combined circulation of 21,007,247 accounts for 36% of total Sunday circulation. These papers include a large selection of ads from the largest and most prestigious stores and chains as well as a good representation of national ads.

Ads in all product categories and from all sections of the paper (except inserts) were included in the study. The only eligibility criterion was size: ads were excluded if they were less than one-fourth of a broadsheet page in size. The ads were randomly selected from the nearly 4000 eligible ads appearing in the 30 papers in proportion to each paper's share of the combined total circulation. The resulting sample of 1009 ads was sorted into 10 portfolios, consisting of about 100 ads each.

B. Expert Ratings of the Ads

Every ad was rated as either "good," "okay," or "poor" on its value for building image, traffic, and sales. Each portfolio was rated by six experts, for a total of 60 expert raters overall.

The raters were senior retail advertising professionals, including advertising directors, marketing or sales promotion directors, and creative directors. They were drawn in approximately equal numbers from major department stores and speciality stores. The raters represented 46 different retail establishments, with more than one rater being drawn from some of the largest department stores. Six major metropolitan areas were represented in the study*.

The order of presentation of ads within each portfolio varied from rater to rater. Each rater spent about 45 minutes rating the ads and received an honorarium for participating in the study.

C. Identification of the "Good" and "Poor" Ads

Every ad received a single summary score for each purpose (building image, traffic, and sales) based on the individual expert ratings and on the degree of consensus among the raters. To classify an ad as "good" or "poor" for each purpose, ratings of "okay" were ignored and a near consensus on the remaining ratings was required. Ads not eliciting sufficient consensus to be scored "good" or "poor" for a given purpose were termed "okay" for that purpose.

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*Raters across the six sites were distributed in rough proportion to the number of department store listings for each metro area in the Standard Directory of Advertisers: New York, 24; Chicago, 12; Atlanta, 6; Washington, 6: Los Angeles 6; and San Francisco, 6.

D. Coding of Design Elements

For each ad, 44 different design or ad layout features were coded, including many that had proved important in earlier Bureau research. The specific characteristics coded reflected the general characteristics of the ad (e.g., its size and shape), illustrations, copy, headlines and sub-heads, logos, price, incentives, credit card advertising and the context for the ad (e.g., editorial environment and placement on the page). The Glossary, located in the Appendix, indicates how these design elements and other key terms were defined for the purpose of the study*.

E. Identification of the Characteristics of "Good" and "Poor" Ads

Ads with an overall score of "good" for each purpose were compared to those with an overall score of "poor"**. In order to identify the key design features associated with high ratings, the traditional .05 level of statistical significance was used (meaning that there is only 1 chance in 20 that an observed difference is due simply to chance variation). Differences falling between the .05 and .20 significance levels were judged equivocal, or "possibly" important, while those that failed to achieve the .20 level were judged not to matter.

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*It was not possible to distinguish reliably between national and retail ads, so this characteristic was not coded. We estimate, however, that between 11% and 19% of the sampled ads were national ads. National ads appear to share many of the characteristics of highly rated image ads.

**The study sought to profile the characteristics that distinguish good craft from poor, while the middle ground would presumably reflect current general practice. Thus, ads rated "okay" for each purpose did not enter directly into the analysis, except for the requirement that they fall between the "good" and the "poor" groups if differences are reported.

III. FINDINGS

A. How the Experts Rated the Ads

As shown in Table 1, the experts rated the majority of ads as "okay" for all three purposes: building image, traffic, and sales. In the eyes of the raters, the ads were better differentiated with respect to image than either traffic or sales. More of the ads were rated "good" for image building (19%) than for generating either traffic or sales (13%). At the same time, many more ads were rated "poor" on image than on traffic or sales (15% versus 3%). That means that only two-thirds of ads were considered "okay" on image, as compared with more than four-fifths for both traffic and sales. Because the traffic and sales ratings resulted in fewer ads rated "good" and "poor" -- the comparison groups for the analysis -- it was unlikely that as many design features would prove statistically discriminating for traffic and sales as for image.

Table 1

DISTRIBUTION OF ADS BY EXPERTS' RATINGS ON IMAGE, TRAFFIC, AND SALES

	Ad Purpose -- Building:		
Rating	Image	Traffic	Sales
BASE	1009	1009	1009
"Good"	19%	14%	13%
"Okay"	66	83	84
"Poor"	15	3	3

Raters gave similar ratings for the potential of individual ads to build traffic and sales, but they were inclined to view image-building separately. Ninety-one percent of the ads received the same rating on both traffic and sales (i.e., "good," "poor," or "okay"). This compares to 67% for image and traffic and 65% for image and sales.

When the combined ratings for all three purposes are considered, each ad could theoretically have any one of 27 combinations of ratings (three purposes with three possible scores each). In fact, however, just five rating combinations accounted for 89% of the ads, and nine accounted for 96%. These nine are listed in Table 2, ordered loosely from "good overall" through "okay" to "poor overall."

Table 2

DISTRIBUTION OF ADS BASED ON THEIR COMBINED RATINGS ON IMAGE, TRAFFIC, AND SALES

Rating Combination	Percent of Ads
BASE	1009
"Good" for all three purposes	5%
"Good" for image, "okay" for traffic and sales	11
"Good" for traffic, "okay" for image and sales	2
"Good" for sales, "okay" for image and traffic	2
"Good" for traffic and sales, "okay" for image	5
"Good" for image and traffic, "okay" for sales	2
"Okay" for all three purposes	55
"Poor" for image, "okay" for traffic and sales	13
"Poor" for all three purposes	1

Just 5% of the ads were rated "good" for all three purposes, while 1% were rated "poor" across the board. An additional 22% were rated "good" for at least one purpose and either "good" or "okay" for the other purposes. As might be expected, the largest group is the 55% rated "okay" for all three purposes. The only other sizable groups, at 13% and 11%, respectively, are those that were "okay" on both traffic and sales but that were rated either "poor" or "good" on image. The virtual absence of many potential combinations of ratings resulted from (1) the infrequency of "poor" ratings for traffic and sales, (2) the similarity of ratings for traffic and sales, and (3) the fact that an ad rated "good" for one purpose was almost never rated "poor" for another.

While it is possible to create an ad that the experts think excels at promoting image, traffic, and sales, the highly rated multi-purpose ad is not the norm. Some specialization seems to be in order. However, the ratings also say that an ad that does a "good" job of promoting its primary purpose is almost certain to do at least an "okay" job for the others. Thus, specialization is a matter of emphasis, not one of pitting two competing objectives against each another.

Our assumption in undertaking the study was that the experts would respond to each ad in its entirety rather than to its discrete design elements. Later, our coders would help us to identify those individual design elements that are characteristic of highly rated ads. As shown in Table 3, this assumption was borne out by the comments of the raters in response to unstructured questioning at the close of the rating session*.

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*The spontaneous comments of the raters provide clues to the features they considered, but, because they were not specifically asked about each feature, do not necessarily indicate the relative importance of each.

Table 3

WHAT 60 RATERS LOOKED FOR IN THE ADS

Feature		Percent of Raters
Content of the Ad (Net)		95%
Value communicated in ad (Sub-net)		78
Good value	37	
Clear price information	28	
Clear offer/sales message	20	
Interesting/desirable product	18	
Savings information clear and compelling	17	
Incentives	13	
Clear product information	12	
Appropriate, consistent advertiser image		32
Strong offer/sales message		32
Concise -- not information overload		20
Clear advertiser identification & response mechanism (e.g., map, hours)		17
Attractive/desirable image projected		10
Competitive edge (distinguish from competition)		10
Appropriate (sized) selection		8
Immediacy of offer		7
"Unfinished business" -- leave enough out of ad to stimulate reader to come in to store		3
Overall Impression Created by the Ad (Net)		82
Attractive -- good, pleasing, coherent design or layout		53
Attention getting -- good first impression		40
Uncluttered, simple, organized		35
"Special" look (e.g., creative, clever, modern, bold)		32
Technical Design Elements (Net)		62
Illustrations -- effective, catch eye, display product well		35
Headline (various attributes mentioned)		25
"Simple" print format		17
Reproduction quality		13
White space		8
Size of ad: bigger is better, shouldn't overload small ad		8
Color		8
Features Encountered in Reading the Ad (Net)		50
"User-friendliness" of ad		38
Quality of copy		12
Ability of ad to hold reader's interest		7

Thirty different features were mentioned by the judges. The number spontaneously mentioning each ranged from 3% to 53% of the judges, with a median of 17%. Features mentioned by more than a quarter of the judges include: (1) visual attractiveness (mentioned by 53%), (2) attention-getting power (40%), (3) user friendliness* (38%), (4) good value (37%), (5) effective illustrations (35%), (6) an uncluttered, simple look (35%), (7) projection of an appropriate image (32%), (8) a strong offer or sales message (32%), (9) a "special" or creative look (32%), and (10) clear price information (28%).

Underlying the raters' comments are four themes: (1) the actual content of the ad, (2) the overall impression created by the ad as the reader scans the page for items of interest, (3) the treatment of certain technical design elements, and (4) the way the ad is experienced by those who pause to read it. Nearly all the raters (95%) mentioned some aspect of content, and four out of five (82%) addressed the "first impression" issue in some way. Nearly two-thirds (62%) mentioned one or more technical design details, although never at the level of specificity with which we coded them. Just half (50%), however, mentioned qualities experienced by those who pause to read the ad -- qualities like user friendliness, quality of copy, or the ad's ability to hold the reader's attention.

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*The ad's ability to communicate its message without making the reader work too hard -- the ease with which it is read and understood.

B. Layout Elements Associated with Ratings on Image, Traffic, and Sales

This section presents the results of the comparison of "good" and "poor" ads, based on the experts' ratings of each ad's appropriateness for enhancing image, building traffic, or promoting sales. Except where noted, the findings are above and beyond effects of size or product category. To put the findings in perspective, descriptive information about the sample of ads is also provided. The discussion is organized around the following characteristics that differentiate "good" and "poor" ads: illustrations, color, size, headlines and sub-heads, overall style, selling emphasis, and product category. The data are summarized in Table 4.

1. Illustrations

The treatment of illustrations is one of the most important features distinguishing highly rated ads. Ten out of every eleven ads in the sample are illustrated.

For retail product categories, illustrations that occupy at least half the ad are characteristic of highly rated ads -- whether the purpose is to promote image, traffic, or sales. Yet just 52% of ads for retail products -- and 49% of ads overall -- use illustrations that take up half or more of the ad's space. While only 4% of ads contain an illustration that fills the entire ad, this treatment is associated with high image ratings.

Illustrative technique is particularly important for ads rated high on image. Image ratings are enhanced by:

- A single illustration or, for a retail product, a major illustration accompanied by one or more minor illustrations. Overall, 39% of illustrated ads have just one illustration, and illustrated ads as a whole average four illustrations per ad. About a fifth (21%) of illustrated ads include a major illustration accompanied by one or more minor illustrations.

- People shown in photos, a characteristic of 29% of ads overall. Half the illustrated ads (53%) include no people, 17% depict them in line drawings, and 1% show people in both photos and drawings.

- The product shown in use or action or the results of product use shown, if a retail product. Overall, nearly half of illustrated ads (49%) display the product in still-life format only, while another 37% show product use, the results of use, or both.

- Some depiction of product use, benefits, or results in ads for services or other intangibles, a characteristic of 7% of all ads.

2. Color

Color is associated with high ratings for building image and sales in ads for retail product categories. ROP color tends to enhance sales ratings, while color in special sections like the magazine enhances image ratings.

Overall, however, use of color remains infrequent: 87% of the sampled ads are in black and white, 4% use ROP color, and 9% use color in special sections, typically the magazine. Color is more common in ads for retail products (18%) than in ads for non-store products (6%). Spot color predominates in ROP sections (63% of all ROP color), while full color predominates in magazine sections (88% of all "other" color). Ads using ROP color include more illustrations than black and white ads or color ads in special sections; they less often feature people in photos, a single advertised item, or body copy alone. Non-ROP color ads (especially those in the Sunday magazine) are more likely to show people in photographs and to mention the brand, rather than the store, in the headline or sub-head.

3. Size

Confirming general expectations, expert ratings suggest that when it comes to rating highly on traffic and sales, the size of the ad is a very important factor. Ads of at least half a broadsheet page were hardly ever rated "poor" for their potential to build traffic or sales.

The frequency of high image ratings also increases with size -- from 15% of ads of less than 63 column inches, to 24% of those between 63 and 126 column inches and 28% of those above 126 column inches. Yet size is less important for image ratings -- and other layout features more important -- than for either traffic or sales ratings.

Overall, however, large ads are in the minority: 64% measure less than 63 column inches. Approximately one-third of the ads in the sample occupy a full page or more, and 4% spread across two or more pages. (It must be remembered that ads below a quarter page were excluded from the sample.) Some of the reasons for higher ratings for larger ads are quite obvious. In addition to their ability to attract attention, larger ads can include more features than smaller ads. They typically feature more items, more illustrations, more copy, more logos, and are more likely to mention credit cards, prices, and sales. Size of the copy, headline, and sub-head also increase with the size of the ad, and so does the proportion of ad space illustrated. Apparently by seizing the opportunity to make a more complete presentation of selling points, larger ads earn higher ratings from the experts.

4. Headlines and Sub-heads

Headline and sub-head treatment is important for both sales and image ratings, but the two types of ads have different requirements.

For the sales objective, and particularly in ads for non-store product categories like travel, real estate, and services, the ratings suggest the importance of including:

- Both a headline and a sub-head. Almost all of the sampled ads (97%) have a headline, but only 58% have a sub-head.
- A "high attention" head of large type (at least 72 point), all caps, or several lines, a feature of 83% of ads overall.
- A head or sub-head that applies specifically to the type of product advertised (rather than general statements like "It's Back-to-School Time!"). Two-thirds of ads overall (68%) include a head or sub-head related to the advertised product.
- Possible mention of the store or place where the product or service can be obtained in the head or sub-head: 36% of ads that have a head or sub-head include the store name, and another 9% mention both the store and the brand.

Ads rated highly for image, by comparison, share these features:

- In ads for retail products, mention of the brand, but not the store, in the head or sub-head. Overall, 14% of ads that have a head or sub-head mention only the brand, while another 9% mention both the brand and store in the head or sub-head.
- In non-store ads, a head or sub-head related to the product.
- In ads less than 63 column inches and in non-store ads, avoidance of "high attention" headlines.
- Occasional use of unconventional headline placement: while 86% of all headlines are in the top third of the ad, an alternative placement distinguishes some highly rated image ads.

5. Style

Highly rated image ads are characterized by a distinctive look or style. They are particularly likely to feature:

- A single advertised item. Overall, about a third (35%) of ads over a quarter page advertise a single item only. Single-item ads are smaller than multiple-item ads, contain fewer illustrations, and are more likely to contain body copy without cut lines.

- Body copy only, without cut lines. Most ads (86%) include body copy -- 45% alone, 32% with cut lines, 7% with bullets, and 2% with both bullets and cut lines; 10% use cut lines alone.

- Sparse copy: 50 words or less is characteristic of even the largest ads that received "good" ratings for promoting image, while ads with 200 or more words tend to be judged "poor" on image regardless of size. Overall, a majority of ads (61%) include between 51 and 200 words of copy; another 23% include 200 to 500 words, and just 11% include 50 words or less. (At the extremes are 2% with no copy and 4% with 500 words or more.)

- Just one logo, located toward the bottom of the ad, off center. Most ads (63%) contain just one logo for the supplier of the product or service, while 15% include two or more. Of the possible locations for the main logo, the most common -- toward the bottom of the ad, off center -- is also the one that distinguishes highly rated image ads.

- Liberal use of white space or background: while just 4% of all the ads include two-thirds or more white space or background, the liberal use of white space is associated with high image ratings.

- Possibly an understated copy style, avoiding all upper case copy (found in 8% of all ads), and using type larger than 8 point but smaller than 18 point (an approach followed by 70% of all ads).

6. Selling Emphasis

Highly rated image ads avoid mention of price, sale, other price incentives, or credit cards. However, highly rated sales ads for retail products benefit from mention of dollar savings.

Overall, 68% of all ads and 79% of retail ads mention a price; 47% of all ads and 65% of retail ads mention a sale. Prices and sales are frequently mentioned together: 41% of ads mention both the price and a sale, 27% mention price only, 6% mention a sale only, and 26% mention neither the price nor a sale. The mention of the price and a sale are both associated with: larger ads, multi-item ads, an ROP environment, more illustrations, the product shown in still life format, the absence of people in the illustrations, more copy, the use of cut lines, and the advertising of credit cards (which occurs in about a third of ads).

7. Product Category

Ads for some products tended to score well on image, while ads for other products earned high ratings on traffic and sales. High ratings for image were particularly common in ads for clothing, accessories, toiletries, travel and entertainment, and corporate promotion. Ads for groceries and sundries were most likely to get high ratings for promoting traffic and sales.

Retail and non-store ads in the sample are about evenly represented among ads between a quarter and half a broadsheet page, while retail ads constitute nearly three-fourths of ads over half a page. Other differences associated with product category appear in Tables C-1 and C-2 in the Appendix. These differences include: editorial environment; use of illustrations; depiction of the product; portrayal of people; use of color; use of white space; mention of price, sale, and credit cards; style of copy; and headline treatment.

Table 4

CHARACTERISTICS OF HIGHLY RATED ADS

Ads Rated "Good" Are Significantly More Likely Than Ads Rated "Poor" to Include These Features:	Purpose for Which Ad is Rated Highly*: Image	Traffic	Sales	% of All Ads with Feature	% of Retail Ads with Feature
Illustrations					
Ad is illustrated	X			91%	97%
At least half the ad is illustrated	X	R	R	44	52
Entire ad is illustrated	X			4	4
1 illustration in ad	X			35	30
2 illustrations in ad	R			12	13
Major plus one or more minor illustrations	R,L			19	22
Less than 3 illustrations	S			47	43
Less than 7 illustrations	L			70	72
Inclusion of people	R,L			43	38
If people, shown in photos, not drawings**	X			62	60
If concrete product, not still-life depiction***	X			43	40
Product in use or action	R			20	21
Results of product use	R			10	14
Advertised item depicted even if not product	N			7	--
Major + minor illustrations, at least half of ad illustrated	R			10	13
At least half of ad illustrated, product use or results of use shown	R			23	28
Major + minor illustrations, at least half illustrated, use or results of use shown	R			6	8
Entire ad illustrated, use or results shown	R			2	3

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*KEY: X - applies regardless of size or product category; R - applies to retail ads; N - applies to non-store ads; S - applies to ads between 1/4 and 1/2 a broadsheet page; L - applies to ads of 1/2 a broadsheet page or larger.

**Base consists of ads that include people.

***Base consists of illustrated ads for a concrete product.

Table 4 (continued)

Ads Rated "Good" Are Significantly More Likely Than Ads Rated "Poor" to Include These Features:	Purpose for Which Ad is Rated Highly: Image	Traffic	Sales	% of All Ads with Feature	% of Retail Ads with Feature
Use of Color					
Any color	R		R	13%	18%
Non-ROP color	X			9	13
Ad Size and Location					
63+ column inches	R	X	X	36	42
126+ column inches		X	X	12	14
Ad located below fold*	S	S,N	S	64	65
Ad not centered on fold*	S,N	S,N		80	80
Headlines and Sub-Heads					
Ad includes both head and sub-head		N	N,S	58	60
High attention head**			S,N	83	85
Not high attention head	S,N			17	15
One-line head	R			27	31
Head not in all caps	X			46	42
Head of mixed upper & lower case	L			43	39
Head not in top third of ad	X			11	9
Head or sub-head related to advertised product	N,L	N	N,S	68	65
Brand (not store) mention in head or sub-head	R			14	20
High information head or sub-head***			N	49	46

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*Base excludes ads that are full-page or larger.

**A headline of large type (at least 72 point), all caps, or several lines.

***A headline and/or sub-head that includes the name of the advertiser (store and/or brand) and/or the advertiser logo and also relates specifically to the product being advertised.

Table 4 (continued)

Ads Rated "Good" Are Significantly More Likely Than Ads Rated "Poor" to Include These Features:	Purpose for Which Ad is Rated Highly: Image	Traffic	Sales	% of All Ads with Feature	% of Retail Ads with Feature
Style					
Single item featured	X			35%	15%
White space two-thirds or more of ad	S			4	3
Exactly one logo	X			63	59
Single logo located toward bottom of ad, off center	X		S	28	24
Body copy only (no cut lines)	X			45	30
50 words or less of copy	X			12	12
Not 200 or more words of copy	X			74	74
Not all lower case copy			N	92	92
Not all upper case copy	R			92	89
Not copy less than 8 point	X			96	96
Not copy 18 point or larger	R			75	77
Selling Emphasis					
No mention of price	X			32	21
No mention of sale	X			53	35
No mention of other incentives	X			70	63
No mention of credit cards	X			66	54
Mention of dollar, not percent, savings			R,S	21	27
Product category					
Clothing/accessories	X			16	26
Groceries/sundries	X			7	12
Travel/entertainment	X			14	--
Corporate promotion	X			4	--

IV. CONCLUSIONS

This study, the first of its kind, is noteworthy in a number of ways. First, it showed that senior advertising professionals can agree that certain ads provide particularly good or poor examples of their craft. In the experts' view, the vast majority of ads are either satisfactory for building image, traffic, and sales (55%) or good for at least one purpose and satisfactory for the others (27%); 5% of ads do an especially good job at promoting all three objectives, and a mere 1% do a poor job across the board.

Second, although the consensus of the raters was based on examination of each ad as a totality, the study demonstrated that the good and poor examples differ with respect to a wide range of highly specific design elements, such as headline treatment, use of illustrations, placement of logos, and mention of price.

Third, the study showed that image-enhancing ads are perceived as differing from ads intended to build either traffic or sales. Sales and traffic generating ads are not perceived as very different from each other, however.

Finally, the study combined a mechanism for identifying desirable characteristics in three types of newspaper ads with a one-day snapshot of what newspaper ads actually look like. In this way, the study pinpointed a number of opportunities for improved newspaper advertising. Just what are these opportunities?

- <u>Illustrations should be more prominent</u>. Ads for retail products benefit from illustrating half or more of the ad, whether the purpose is to build image, traffic, or sales. Yet only 52% of ads for retail products do so.

- The use of color should be expanded. Color enhances both image and sales ratings in ads for retail products, but fewer than one-fifth of such ads use color.

- The purpose of the ad must guide ad design. While the experts view traffic and sales ads as similar, image ads are seen in a very different way. Ads judged "good" at promoting sales include features -- particularly a headline or sub-head -- that help to catch the reader's attention and convey important information. In contrast, image ads are characterized by a distinctive look or style, particularly with regard to illustrations, and by the absence of an emphasis on "closing the deal." These differences notwithstanding, an ad that does a "good" job for one purpose is almost never seen as doing a "poor" job for another.

At a time when retailing is facing many challenges and customer loyalty may be a thing of the past, newspaper advertising takes on new importance. As NAB research has shown over the years:

- Few people are in the market for a particular product on any given day; newspaper ads provide a mechanism for reaching prospects at the time they are predisposed to buy;

- Newspaper ads achieve high levels of exposure, particularly among prospects and more affluent readers;

- Newspaper ads are important in generating unplanned purchases; and

- Ads are an important attraction of the newspaper for its readers.

Given the critical role played by newspaper advertising, it is important to ask what a good ad looks like. By identifying the design elements common to ads that advertising professionals say are good examples of their craft, it is hoped that this study will provide a framework for thinking about improved, customer-oriented newspaper advertising.

APPENDIX A

Supplementary Tables -- Characteristics of Ads

HOW TO INTERPRET TABLE A-1

The body of this report discusses only those ad characteristics that proved important when examined with ad size and product category (retail versus non-store) held constant. Some of the findings apply to the total sample of ads, while others, identified in the text or Table 4, apply only to certain types of ads. By contrast, Table A-1 shows how the sample of 1009 ads was distributed with respect to all of the 44 design features coded. It also indicates the importance of each feature for "good" and "poor" ratings in the sample as a whole. The reader should exercise judgment in interpreting the table, however, because features shown to be important statistically may actually be a function of other important features like ad size. Reference to Tables B-1 through B-6 in Appendix B, which document features that tend to occur together, should be of help in weighing the relative contribution of features identified as important in Table A-1.

Percentages given in Table A-1 under image, traffic, and sales all represent differences between the "good" and "poor" groups that are significant at the .05 level. Those that are underlined represent significant differences of at least 15 percentage points between the "good" and the "poor" group.

Equal signs (=) in the table indicate that the proportions of the "good" and "poor" groups manifesting the value of the variable do not differ at the .20 level of significance.

Plus (+) and minus (-) signs identify features that distinguish the "good" and "poor" groups at the .20 level of significance, but not at the .05 level, thus signifying features that are "possibly" important. The plus sign denotes the group ("good" or "poor") that has the higher proportion of ads with the attribute, while the minus sign identifies the group with fewer such ads. The table indicates, for instance, that black and white ads more often receive a "poor" than a "good" rating on image and that the opposite is true for those with two or more colors. Similarly, ROP color is "good" for sales, "possibly good" for traffic, and "possibly poor" for image.

Table A-1

CHARACTERISTICS OF ALL ADS AND OF THOSE RATED "GOOD" OR "POOR" AT BUILDING IMAGE, TRAFFIC, AND SALES*

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
General Ad Characteristics							
Use of color:							
black and white only	87%	82%	91%	=	=	84%	97%
spot color	4	=	=	=	=	=	=
two or more colors	10	14	6	=	=	+	-
ROP color	4	-	+	+	-	11	0
other color	9	15	3	=	=	=	=
Size in column inches:							
less than 63	64	-	+	50	86	49	79
63 - 125	23	=	=	+	-	=	=
126 or more	12	+	-	23	0	25	3
Ad as proportion of printed page:							
less than half page	44	=	=	-	+	37	59
half up to full page	21	=	=	-	+	=	=
full page or more	36	+	-	47	17	47	21
Ad shape:							
double-truck ad	4	7	1	=	=	=	=
ad on up to one page:							
vertical rectangular	79	75	84	=	=	+	-
horizontal rectangular	8	=	=	-	+	=	=
roughly square	10	+	-	=	=	-	+
Advertised items:							
single item	35	44	45	=	=	=	=
multiple item, same category	61	56	76	=	=	=	=
multiple item, mixed categories	5	0	10	2	10	-	+

*See preceding note for instructions on how to read this table and the glossary for definitions of terms.

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Product category*:							
clothing/accessories	16%	29%	6%	=	=	=	=
groceries/sundries	7	16	6	13	0	16	0
appliances/electronics	7	4	17	=	=	=	=
home/garden	14	6	22	=	=	=	=
books/notions	2	=	=	-	+	=	=
automotive	14	5	27	=	=	-	+
travel/entertainment	14	16	4	+	-	+	-
real estate	8	=	=	=	=	=	=
employment	2	+	-	=	=	=	=
services	9	+	-	6	24	6	24
promotion	4	7	1	=	=	-	+
White space:							
(virtually) none	6	=	=	=	=	-	+
less than 1/3 of ad	46	=	=	=	=	=	=
1/3 to 2/3 of ad	44	=	=	=	=	+	-
2/3 or more of ad	4	7	2	=	=	=	=
Illustrations							
No. of illustrations:							
none	9	3	14	=	=	-	+
one	35	60	15	=	=	=	=
two	12	12	4	=	=	=	=
three to six	23	16	28	=	=	=	=
seven or more	20	10	40	=	=	+	-
Proportion illustrated:							
less than half (net)	56	38	62	-	+	52	71
none	9	3	14	=	=	-	+
less than half (but some)	46	36	48	=	=	-	+
half or more (net)	44	62	38	+	-	48	29
half or more but not all	41	52	37	43	21	46	21
entire ad is illustrated	4	10	2	-	+	-	+

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*Product categories are collapsed in this listing. A complete listing of the 52 product categories coded, along with the full distribution of ads by product category, appears in Table C-2.

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Content of illustration:							
advertised item not shown	6%	8%	2%	=	=	-	+
advertised item not concrete product but depicted	7	12	1	=	=	-	+
product/package shown as still life only	44	34	64	=	=	=	=
results of product use shown	10	=	=	=	=	+	-
product in use/action shown	20	27	8	=	=	=	=
both use and results shown	3	=	=	=	=	=	=
Depiction of people:							
illustration but no people	48	44	60	=	=	=	=
people shown in photos	26	41	10	=	=	=	=
people shown in drawings	15	=	=	+	-	+	-
if illustration with people:							
depicted in photos	62	77	40	=	=	=	=
depicted in drawings	35	24	60	=	=	=	=
Copy							
Amount of copy:							
none	2	6	0	=	=	-	+
50 words or less	11	18	5	=	=	=	=
51 to 200 words	61	=	=	=	=	=	=
200-500 words	23	16	41	=	=	=	=
500 words or more	4	=	=	-	+	=	=
Type of copy:							
body copy only	45	57	24	=	=	-	+
bullets only	1	=	=	=	=	=	=
cut lines only	10	-	+	=	=	+	-
body copy with bullets	7	2	7	=	=	=	=
body copy with cut lines	32	24	47	=	=	=	=
bullets with cut lines	2	=	=	=	=	=	=
all three	2	1	5	=	=	=	=
Copy style:							
all caps	8	4	13	=	=	=	=
all lower case	8	=	=	=	=	5	15
mixed upper and lower	82	=	=	=	=	+	-

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Copy size:							
smaller than 8 pt.	4%	1%	9%	=	=	=	=
8 up to 12 point	31	+	-	=	=	=	=
12 up to 18 point	39	=	=	=	=	=	=
18 point and larger	25	-	+	=	=	=	=
Price/Incentives/Credit Cards							
Price(s) mentioned	68	51	90	+	-	73	53
Sale mentioned (net):	47	28	70	=	=	+	-
percent off	7	=	=	=	=	=	=
dollar savings	21	13	29	+	-	28	9
both percent and dollar	13	8	17	=	=	=	=
unspecified savings	7	2	15	=	=	=	=
Other price incentives mentioned (net):	30	16	47	=	=	=	=
cents-off coupon	5	3	9	=	=	=	=
bonus/gift/offer/rebate	19	12	33	=	=	=	=
Credit cards advertised*							
store credit	19	16	24	+	-	=	=
VISA	24	17	33	=	=	=	=
MasterCard	24	17	33	=	=	=	=
Discover	9	6	16	=	=	=	=
American Express	13	=	=	=	=	=	=
Diners Club	2	=	=	=	=	=	=
Carte Blanche	1	=	=	=	=	=	=
Choice	2	=	=	=	=	=	=
"major credit cards"	3	=	=	=	=	=	=
none mentioned	66	75	53	=	=	=	=
Heads and Sub-heads							
No headline	3	=	=	-	+	3	12

*Multiple mentions possible.

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Headline location:							
in top third of ad	86%	77%	91%	+	-	=	=
in middle third of ad	4	5	1	=	=	=	=
in bottom third of ad	6	13	3	=	=	+	-
Lines in headline:							
one	27	34	19	=	=	=	=
two	34	=	=	=	=	=	=
three	21	-	+	=	=	=	=
four or more	16	-	+	-	+	=	=
No. of words in head:							
one	3	=	=	=	=	=	=
two	13	=	=	=	=	=	=
three to five	38	-	+	=	=	-	+
six to eight	22	=	=	+	-	+	-
nine or more	21	=	=	=	=	=	=
Headline style:							
all caps	52	40	59	=	=	=	=
all lower case	3	6	1	=	=	=	=
mixed upper/lower case	43	52	36	+	-	=	=
Headline type size:							
<30 point	3	+	-	=	=	=	=
30 up to 42 point	13	=	=	=	=	-	+
42 up to 72 point	29	=	=	=	=	=	=
72 point or larger	52	-	+	+	-	+	-
No sub-head	42	=	=	-	+	35	56
Sub-head location:							
in top third of ad	40	30	40	=	=	=	=
in middle third of ad	9	=	=	=	=	=	=
in bottom third of ad	9	11	4	=	=	+	-
No. of lines in sub-head:							
one	23	=	=	=	=	=	=
two	19	=	=	+	-	+	-
three	7	8	3	=	=	=	=
four or more	9	=	=	=	=	=	=

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
No. of words in sub-head:							
one	1%	=	=	-	+	=	=
two	4	=	=	=	=	=	=
three to five	19	=	=	+	-	=	=
six to eight	13	-	+	=	=	=	=
nine or more	20	+	-	=	=	=	=
Sub-head style:							
all caps	29	-	+	=	=	=	=
all lower case	2	+	-	=	=	+	-
mixed upper & lower case	27	=	=	=	=	=	=
Sub-head type size:							
<18 point	2	=	=	=	=	=	=
18 up to 24 point	8	+	-	=	=	=	=
24 up to 30 point	7	=	=	=	=	=	=
30 point or larger	40	-	+	+	-	+	-
Head or sub-head mentions:							
store, but not brand	35	=	=	=	=	33	15
brand, but not store	14	25	10	=	=	=	=
both store & brand	8	=	=	+	-	=	=
neither store nor brand	40	=	=	=	=	-	+
(no head or sub-head)	3	=	=	-	+	3	12
Is head or sub-head related to product?							
yes	68	69	57	=	=	66	47
no	30	28	39	=	=	-	+
Benefit head or sub-head:							
not present	87	=	=	=	=	=	=
"save money"	4	-	+	=	=	=	=
"have a good time"	1	+	-	=	=	=	=
"improve skills, get job"	1	=	=	-	+	=	=
Logos							
No. of logos:							
none	22	=	=	-	+	-	+
one	63	69	55	=	=	=	=
two	12	6	15	+	-	+	-
three	3	-	+	=	=	=	=

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Logo in headline	18%	-	+	=	=	=	=
Location of first logo:							
toward top, centered	14	7	14	=	=	=	=
toward top, off center	11	6	20	=	=	=	=
toward bottom, centered	23	=	=	=	=	=	=
toward bottom, off center	30	40	19	=	=	+	-
(logo not included)	22	=	=	-	+	-	+
Location of second logo:							
toward top, centered	1	=	=	=	=	=	=
toward top, off center	2	-	+	=	=	=	=
toward bottom, centered	6	2	6	+	-	=	=
toward bottom, off center	6	-	+	=	=	=	=
(second logo not included)	85	93	81	-	+	=	=
Context for Ad							
Location:							
left-hand page*	49	=	=	-	+	-	+
right-hand page	50	=	=	+	-	+	-
above fold**	15	-	+	=	=	-	+
below fold	64	+	-	69	42	69	44
centered on fold	21	=	=	14	33	=	=
gutter**	47	=	=	=	=	=	=
not gutter	53	=	=	=	=	=	=

*Double-truck ads omitted.

**Base for "fold" and "gutter" variables excludes full-page ads.

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Editorial environment:							
general news	19%	+	-	=	=	=	=
business	3	-	+	=	=	=	=
classified	6	-	+	-	+	2	18
entertainment	7	10	3	=	=	=	=
food	1	+	-	=	=	=	=
home/garden/real estate	4	=	=	=	=	=	=
sports	6	2	8	-	+	-	+
TV/radio	1	=	=	=	=	=	=
none	43	=	=	53	31	55	27
Consecutive pages in ad:							
one	96	90	99	=	=	=	=
two	4	7	1	+	-	=	=
three or more	1	3	0	0	3	-	+
No. of other ads on page (greater than 2 sq. in.):							
none	49	+	-	60	31	60	35
one to two	29	-	+	-	+	=	=
three to four	11	=	=	=	=	=	=
five or more	12	-	+	8	28	7	24
Page type:							
broadsheet ROP	67	+	-	+	-	+	-
tabloid ROP	16	5	33	=	=	=	=
magazine, book review, TV magazine	17	25	6	-	+	-	+
Sunday circulation (broadsheet only):							
>750,000	48	61	46	=	=	=	=
500-750,000	31	=	=	=	=	=	=
<500,000	21	14	28	-	+	=	=
Combinations of Attributes							
More copy, illustrated	23	17	37	=	=	=	=
Less copy, illustrated	68	81	50	=	=	=	=
More copy, not illustrated	4	1	8	-	+	-	+
Less copy, not illustrated	6	-	+	=	=	=	=

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
High white space, illustrated	3%	6%	1%	=	=	=	=
High white space, not illustrated	1	=	=	=	=	=	=
Medium white space, illustrated	82	=	=	+	-	+	-
Medium white space, not illustrated	8	2	13	-	+	-	+
No white space, illustrated	5	=	=	=	=	-	+
No white space, not illustrated	0	=	=	=	=	=	=
High white space, more copy	1	=	=	-	+	=	=
High white space, less copy	3	6	1	+	-	=	=
Medium white space, more copy	24	16	40	=	=	=	=
Medium white space, less copy	66	67	51	=	=	=	=
No white space, more copy	1	0	3	-	+	=	=
No white space, less copy	4	10	3	=	=	=	=
Major plus minor illustration*	34	54	19	=	=	=	=

---

*Base for this item only consists of ads with two or more illustrations. Items on the following page use all ads as the base.

Table A-1 (continued)

	Percent of All Ads	Percent of Ads in Rating Category with Attribute					
		Image		Traffic		Sales	
		Good	Poor	Good	Poor	Good	Poor
BASE:	1009	190	156	146	29	128	34
Major plus minor illustration, occupying at least half of ad	10%	15%	5%	+	-	+	-
At least half of ad illustrated, showing use &/or results of use	23	34	11	+	-	=	=
Major plus minor illustation, occupying at least half of ad, showing use &/or results	6	11	1	+	-	+	-
Whole ad is illustration, showing use &/or results	2	6	1	-	+	=	=
Sale plus other incentives	19	7	37	=	=	=	=
Sale but no other incentives	28	21	33	=	=	+	-
No sale but other incentives	11	=	=	=	=	+	-
No sale or other incentives	42	63	20	=	=	32	53
High info head or sub-head	48	=	=	=	=	+	-
High info body	21	+	-	24	7	21	6
High info ad (both of above)	10	+	-	=	=	=	=
High attention head	83	77	89	=	=	84	65
High attention sub-head	49	=	=	=	=	+	-
High attention copy	29	-	+	=	=	+	-

APPENDIX B

Supplementary Tables --

Interrelationships of Selected Ad Characteristics

Table B-1

CHARACTERISTICS ASSOCIATED WITH AD SIZE

Attribute	Total	Column Inches <63	Column Inches 63-126	Column Inches 126+	Proportion of Printed Page <1/2	Proportion of Printed Page 1/2 - 1	Proportion of Printed Page 1 +
BASE	1009	649	236	124	439	209	361
Any editorial content	57%	67%	56%	-	88%	86%	2%
Above fold*	15	18	8	-	20	6	-
200+ words of copy	26	18	33	55	19	30	34
Copy size: 18 point or more	25	22	29	32	19	28	29
Head size: 72 point or more	52	43	64	77	45	60	57
Sub-head size: 30 point or more	40	35	48	55	35	47	42
Half or more illustrated	44	37	56	60	28	49	61
Single item	35	44	18	16	45	32	24
Price mention	68	63	75	81	64	75	69
Sale mention	47	42	56	57	42	47	53
Credit card mention	34	30	39	48	29	35	39
Averages:							
Number of other ads on page**	3.2	3.4	2.3	-	3.5	2.2	-
Number of illustrations**	3.6	2.9	4.2	5.9	2.8	3.6	4.5
Number of logos	1.0	.9	1.1	1.2	.9	1.0	1.1

---

*Full-page ads excluded.

**"None" is excluded.

Table B-2

CHARACTERISTICS ASSOCIATED WITH NUMBER AND STYLE OF ILLUSTRATIONS

Attribute	Total	Illustrations			
		None	One	Multiple Major + Minor	Other
BASE	1009	95	355	188	371
Product shown in use or action	20%	-	31%	25%	14%
Results of product use shown	10	-	10	16	10
Still life depiction of product	44	-	30	48	67
Illustration but no people	48	-	45	48	63
People shown in photos	26	-	38	34	18
Body copy alone	45	72	70	35	20
Cut lines (with or without other copy)	46	5	19	57	76
Store, not brand, in head or sub-head	35	57	34	27	35

Table B-3

CHARACTERISTICS ASSOCIATED WITH THE NUMBER OF ADVERTISED ITEMS

Attribute	Total	Single Item	Multiple Items: Same Category	Multiple Items: Mixed Categories
BASE	1009	349	611	49
Advertised product not shown	6%	14%	3%	-
Product shown in use or action	20	27	17	14
People included in illustration	52	67	44	49
People shown in photos	26	36	22	12
People shown in drawings	15	15	14	33
Black and white only	87	91	85	84
ROP color	4	1	6	6
Other color	9	8	10	10
Body copy alone	45	68	35	8
Body copy with bullets	7	14	3	4
Body copy with cut lines	32	8	44	61
Cut lines alone	10	5	12	18
Relevant head or sub-head	68	79	63	49
Two or more logos	15	11	16	24
Price mention	68	46	79	94
Sale mention	47	17	61	80
Averages:				
Size in column inches	63.8	50.1	70.2	81.2
Number of illustrations*	3.6	1.8	4.3	7.4

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*"None" is excluded.

Table B-4

CHARACTERISTICS ASSOCIATED WITH THE USE OF COLOR

Attribute	Total	B&W Only	ROP Color	Other Color
BASE	1009	876	41	92
Single item advertised	35%	36%	7%	32%
Body copy alone	45	45	27	50
Body copy with cut lines	32	32	5%	25
Brand, not store, in head or sub-head	14	12	10	36
People shown in photos	26	24	10	53
Average number of illustrations	3.6	3.6	6.2	3.2

*"None" is excluded.

Table B-5

CHARACTERISTICS ASSOCIATED WITH MENTION OF PRICE OR SALE

Attribute	Total	Price	No Price	Sale	No Sale
BASE	1009	687	322	473	536
Multi-item ad	65%	77%	42%	87%	46%
ROP environment	83	88	72	86	80
Still life depiction of product	44	51	29	56	34
Illustration but no people	48	53	38	61	36
200+ words of copy	26	32	14	31	22
Cut lines (with or without other copy)	46	63	8	69	25
Credit card advertising	34	42	16	54	17
Averages:					
Size in column inches	63.8	67.7	55.5	69.7	58.5
Number of illustrations*	3.6	4.3	2.0	4.7	2.6

*"None" is excluded.

APPENDIX C

Supplementary Tables --

Characteristics of Ads by Product Category

Relationship of Ad Characteristics to Product Category:

Highlights of Table C-1

As shown in Table C-1, ads representing the major product categories differ with respect to the following characteristics:

- Editorial environment. Automotive ads, for example, are often found in a classified or sports environment, travel and entertainment ads with entertainment copy, real estate ads with real estate copy, and appliance and services ads* in the business section. Magazines more often include ads for home furnishings, clothing, and groceries/sundries (typically toiletries) than for other products.

- Size and format. The largest ads are those for appliances, groceries/sundries, clothing, and home furnishings. Ads for groceries/sundries are more likely than others to rate a double-truck running for two pages or more.

- Use of illustrations. Ads for appliances, automotive products, home furnishings, and groceries/sundries are the most likely to include seven or more illustrations. Clothing and home furnishings ads are the most likely to illustrate half or more of the ad. Ads for services are the least likely to include an illustration or, if illustrated, to depict the service in any way.

- Depiction of the product. Still-life portrayal ranges from lows for travel and services to highs for appliances, automotive products, and groceries/sundries. The results of product use are shown most commonly in ads for groceries/sundries, home furnishings, and appliances, while the product in use is shown more often in clothing and travel/entertainment ads.

- Portrayal of people. The ads that are most likely to include people are generally the same ones that are most likely to portray them in photographs: those for travel/entertainment, clothing, and services. Ads for groceries/sundries also emphasize photographs, while those for automotive products and home furnishings more often show them in drawings.

- Use of color. Color is used more often in ads for groceries/sundries, home furnishings, appliances, and clothing than for other products.

Typically for electronics equipment and financial services.

- Use of white space. Ads for services are more likely than others to contain more than two-thirds white space, while groceries/sundries ads are more likely than others to contain virtually none.

- Mention of price, sale, and credit cards. Both the price and a sale are mentioned most often in ads for appliance, automotive products, and home furnishings. Clothing ads also tend to advertise a sale more often than some of the other ads. The highest frequency of credit card advertising occurs in ads for home furnishings, followed by those for appliances and clothing.

- Style of copy. Body copy alone is characteristic of travel, services, and real estate ads, while body copy with cut lines is more typical of ads for appliances, automotive products, home furnishings, groceries/sundries, and clothing. While unusual, 500 words or more of copy is more common in real estate ads than in others; no copy at all, while also unusual, is generally restricted to ads for clothing and groceries/sundries.

- Headline treatment. Clothing and groceries/sundries ads are more likely than others to omit the headline or, with home furnishings ads, to include a head that is just one line long. A headline in all caps is characteristic of automotive and appliance ads, while a headline that relates specifically to the product is found most often in real estate ads and least often in grocery/sundries ads.

Table C-1

CHARACTERISTICS OF ADS IN MAJOR PRODUCT CATEGORIES*

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
General Ad Characteristics								
Use of color:								
black and white only	80%	71%	80%	79%	93%	96%	97%	95%
spot color	4	3	10	4	5	2	1	3
two or more colors	16	26	11	17	2	2	1	2
ROP color	1	7	14	5	6	2	1	1
other color	19	22	7	17	1	2	1	4
Size in column inches:								
less than 63	55	46	54	67	57	82	67	84
63 - 125	31	33	21	26	28	13	18	12
126 or more	15	21	26	7	15	5	15	4
Ad as proportion of printed page:								
less than half page	26	14	39	35	51	62	54	66
half up to full page	24	24	14	23	23	18	22	16
full page or more	50	63	47	41	26	20	24	18
Ad shape:								
double-truck ad	6	15	4	2	1	2	-	1
ad on up to one page:								
vertical rectangular	73	68	88	81	77	78	78	81
horizontal rectangular	4	6	3	6	16	7	15	6
roughly square	17	11	5	11	6	13	8	12
Advertised items:								
single item	17	26	5	11	14	70	65	73
multiple item, same category	81	74	84	87	84	29	36	26
multiple item, mixed categories	2	-	11	2	1	1	-	1

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*CLOT, clothing and accessories; GROC, groceries and sundries; APPL, appliances and electronics; HOME, household furnishings, home improvement, farm, and garden; AUTO, automobiles and automotive aftermarket; TRAV, travel and entertainment (including restaurants); REAL, real estate; and SERV, services.

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
White space:								
(virtually) none	6%	13%	5%	5%	3%	4%	3%	2%
less than 1/3 of ad	47	43	43	59	50	43	42	39
1/3 to 2/3 of ad	45	44	50	35	43	49	47	46
2/3 or more of ad	3	-	1	2	4	4	8	13
Illustrations								
No. of illustrations:								
none	1	3	-	3	9	12	17	30
one	56	25	5	23	18	50	34	49
two	16	21	3	15	9	14	12	10
three to six	20	31	30	36	35	15	28	6
seven or more	6	21	62	23	30	10	9	5
Proportion illustrated:								
less than half (net)	28	53	51	37	77	68	68	81
none	1	3	-	3	9	12	17	30
less than half (but some)	26	50	51	35	69	57	51	51
half or more (net)	72	47	49	63	23	32	32	19
half or more but not all	67	38	49	59	22	29	32	17
entire ad is illustrated	6	10	-	3	1	2	-	2
Content of illustration:								
advertised item not shown	1	-	-	1	4	7	8	22
advertised item not concrete product but depicted	-	-	1	-	-	33	3	15
product/package shown as still life only	25	67	82	57	78	9	47	14
results of product use shown	9	25	14	24	1	2	7	5
product in use/action shown	60	4	3	9	7	35	16	13
both use and results shown	3	1	-	6	2	2	3	1
Depiction of people:								
illustration but no people	26	58	76	81	66	21	45	27
people shown in photos	57	29	11	6	6	52	17	28
people shown in drawings	16	10	11	10	17	13	21	15
if illustration with people:								
depicted in photos	78	75	44	35	25	77	45	66
depicted in drawings	22	25	44	61	67	18	55	34

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
Copy								
Amount of copy:								
none	4%	3%	-	-	-	-	-	1%
50 words or less	23	11	1	3	8	17	11	6
51 to 200 words	62	54	51	74	57	61	57	71
200-500 words	12	31	39	22	32	18	22	17
500 words or more	-	1	8	1	3	4	11	4
Type of copy:								
body copy only	40	40	8	31	20	74	68	73
bullets only	-	-	1	-	1	1	1	1
cut lines only	14	11	16	14	14	2	5	3
body copy with bullets	4	3	1	6	4	12	9	16
body copy with cut lines	37	42	60	45	55	10	11	5
bullets with cut lines	1	-	7	2	3	2	3	-
all three	-	1	7	3	4	1	3	-
Copy style:								
all caps	3	13	7	8	21	8	5	3
all lower case	9	3	10	12	6	7	9	11
mixed upper and lower	84	82	84	80	73	85	86	85
Copy size:								
smaller than 8 pt.	1	-	11	3	8	2	4	4
8 up to 12 point	37	26	37	40	23	27	36	30
12 up to 18 point	43	36	37	36	38	37	46	46
18 point and larger	16	35	16	21	31	35	15	19
Price/Incentives/Credit Cards								
Price(s) mentioned	65	71	93	80	89	59	75	31
Sale mentioned (net):	57	31	74	87	65	18	8	17
percent off	15	-	3	19	2	4	1	1
dollar savings	20	21	41	23	37	11	7	13
both percent and dollar	21	3	15	38	5	2	-	2
unspecified savings	3	7	16	7	21	2	-	1
Other price incentives mentioned (net):	13	51	37	28	70	18	18	18
cents-off coupon	3	28	3	3	7	4	-	1
bonus/gift/offer/rebate	6	24	26	16	55	12	11	10

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
Credit cards advertised*:								
store credit	27%	7%	35%	37%	32%	2%	1%	6%
VISA	31	8	38	53	19	10	-	12
MasterCard	31	8	38	53	19	10	-	12
Discover	10	-	16	20	9	3	-	4
American Express	31	3	15	25	11	7	-	2
Diners Club	3	-	1	1	7	-	-	-
Carte Blanche	1	-	1	1	6	-	-	-
Choice	1	-	5	3	4	1	-	1
"major credit cards"	6	-	4	3	1	5	-	1
none mentioned	54	90	46	35	57	85	99	83
Heads and Sub-heads								
No headline	5	10	1	3	-	3	-	1
Headline location:								
in top third of ad	83	76	95	88	94	79	86	89
in middle third of ad	3	1	1	4	4	6	9	4
in bottom third of ad	7	10	1	3	1	12	4	4
Lines in headline:								
one	39	33	23	33	21	24	18	13
two	33	33	47	27	33	33	47	36
three	11	11	19	22	26	24	18	30
four or more	13	13	10	15	21	17	16	20
No. of words in head:								
one	3	-	3	1	4	7	1	1
two	18	11	14	14	9	16	11	11
three to five	38	46	46	47	43	22	30	30
six to eight	23	17	23	19	22	24	28	22
nine or more	15	17	14	16	22	28	30	35
Headline style:								
all caps	50	33	69	50	75	53	30	43
all lower case	4	1	3	5	-	2	4	5
mixed upper/lower case	40	56	27	42	26	42	66	51

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*Multiple mentions possible.

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
Headline type size:								
<30 point	2%	6%	1%	2%	2%	2%	1%	7%
30 up to 42 point	16	13	4	9	5	20	20	19
42 up to 72 point	28	26	32	26	23	39	34	22
72 point or larger	49	46	61	59	70	37	45	50
No sub-head	45	44	37	39	33	49	45	46
Sub-head location:								
in top third of ad	41	33	51	48	50	29	30	33
in middle third of ad	4	14	3	9	9	10	12	13
in bottom third of ad	10	7	7	5	7	12	12	9
No. of lines in sub-head:								
one	18	31	30	26	21	22	24	17
two	15	11	24	17	24	16	18	26
three	11	3	5	8	4	10	9	5
four or more	11	11	4	11	18	3	4	6
No. of words in sub-head:								
one	3	1	-	1	2	-	3	1
two	2	3	7	4	3	5	4	5
three to five	18	18	19	16	19	20	24	22
six to eight	6	10	19	16	17	12	12	15
nine or more	28	24	19	24	26	14	13	11
Sub-head style:								
all caps	33	26	24	27	48	27	22	21
all lower case	3	3	3	4	1	1	1	2
mixed upper & lower case	20	26	37	30	18	24	32	31
Sub-head type size:								
<18 point	2	6	3	3	1	2	3	-
18 up to 24 point	13	7	7	8	5	7	8	9
24 up to 30 point	8	6	15	3	4	7	4	13
30 point or larger	33	38	39	46	57	35	41	33
Head or sub-head mentions:								
store, but not brand	16	15	30	26	21	54	71	51
brand, but not store	23	44	20	9	18	4	3	4
both store & brand	8	7	12	9	24	4	-	2
neither store nor brand	48	24	37	52	37	36	26	42
(no head or sub-head)	5	10	1	3	-	3	-	1
Is head or sub-head related to product?								
yes	69	57	60	60	71	77	83	78
no	26	33	39	37	29	21	17	21

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
Benefit head or sub-head:								
not present	86%	88%	89%	90%	92%	82%	83%	84%
"save money"	4	1	8	3	6	4	1	-
"have a good time"	1	-	-	-	-	8	1	-
"improve skills, get job"	-	-	-	-	-	-	-	3
Logos								
No. of logos:								
none	26	15	12	28	26	14	20	22
one	62	67	69	59	47	77	72	65
two	11	10	16	14	21	7	7	13
three or more	1	8	3	-	6	2	1	-
Logo in headline	17	22	24	14	29	13	15	11
Location of first logo:								
toward top, centered	9	13	15	12	26	15	9	4
toward top, off center	6	31	24	8	9	6	12	6
toward bottom, centered	26	18	19	23	22	21	21	28
toward bottom, off center	33	22	30	28	17	43	33	39
(logo not included)	26	15	12	28	26	14	20	22
Location of second logo:								
toward top, centered	1	1	1	1	3	2	-	-
toward top, off center	-	6	5	1	2	1	-	2
toward bottom, centered	3	4	3	3	11	6	4	4
toward bottom, off center	8	6	10	8	11	2	4	6
(second logo not included)	88	82	81	86	73	90	92	87
Context for Ad								
Location:								
left-hand page*	49	36	51	51	47	46	51	55
right-hand page	51	62	45	49	51	54	49	44
above fold**	6	6	10	11	27	13	17	23
below fold	71	71	72	60	60	68	62	62
centered on fold	23	23	18	29	13	19	21	15
gutter**	52	68	44	45	50	40	60	32
not gutter	48	32	56	55	50	60	40	68

*Double-truck ads omitted.

**Base for "fold" and "gutter" variables excludes full-page ads.

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
Editorial environment:								
general news	33%	21%	24%	32%	3%	9%	5%	21%
business	-	-	11	1	1	-	3	15
classified	-	-	1	-	23	-	4	7
entertainment	6	10	-	6	-	29	-	5
food	1	4	-	1	-	1	3	-
home/garden/real estate	1	1	-	2	-	-	41	3
sports	3	-	5	3	21	4	-	5
TV/radio	-	-	-	1	-	2	-	2
none	51	57	50	45	51	32	40	23
Consecutive pages in ad:								
one	93	82	96	97	99	99	100	98
two	6	15	4	2	1	2	-	1
three or more	1	3	-	1	-	-	-	1
No. of other ads on page (greater than 2 sq. in.):								
none	69	75	60	61	33	31	36	28
one to two	27	24	23	28	32	22	32	40
three to four	4	1	8	9	18	21	17	13
five or more	1	-	10	1	16	26	16	19
Page type:								
broadsheet ROP	57	54	69	56	86	68	71	75
tabloid ROP	13	19	24	12	14	24	24	7
magazine, book review, TV magazine	30	26	7	32	1	9	5	18
Sunday circulation (broadsheet only):								
>750,000	51	53	40	45	50	60	38	43
500-750,000	31	28	39	35	34	30	28	24
<500,000	18	19	21	21	16	10	34	33
Conbinations of Attributes								
More copy, illustrated	12	29	47	22	31	16	21	16
Less copy, illustrated	87	68	53	75	60	72	62	54
More copy, not illustrated	-	3	-	1	4	6	12	5
Less copy, not illustrated	1	-	-	2	5	6	5	25

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
High white space, illustrated	3%	-	1%	1%	4%	2%	7%	7%
High white space, not illustrated	-	-	-	1	1	2	1	5
Medium white space, illustrated	90	85	93	91	85	82	74	61
Medium white space, not illustrated	1	3	-	2	8	9	16	25
No white space, illustrated	6	13	5	5	3	4	3	2
No white space, not illustrated	-	-	-	-	-	1	-	-
High white space, more copy	-	-	-	1	1	1	3	2
High white space, less copy	3	-	1	1	3	4	5	11
Medium white space, more copy	12	29	45	20	32	21	29	19
Medium white space, less copy	79	58	49	73	61	71	61	66
No white space, more copy	-	3	3	2	1	1	1	-
No white space, less copy	6	10	3	3	1	4	1	2
Major plus minor illustration*	43	46	23	38	23	37	41	45
Major plus minor illustration, occupying at least half of ad	13	24	7	19	8	5	7	4
At least half of ad illustrated, showing use &/or results of use	60	22	10	30	6	18	16	5
Major plus minor illustation, occupying at least half of ad, showing use &/or results	12	18	1	10	1	4	3	1
Whole ad is illustration, showing use &/or results	5	6	-	3	-	2	-	1

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*Base for this item only consists of ads with two or more illustrations. Items on the following page use all ads as the base.

Table C-1 (continued)

	CLOT	GROC	APPL	HOME	AUTO	TRAV	REAL	SERV
BASE:	159	72	74	145	141	136	76	94
Sale plus other incentives	8%	22%	30%	25%	50%	8%	-	5%
Sale but no other incentives	49	8	45	62	15	10	8	12
No sale but other incentives	4	29	7	3	20	10	18	13
No sale or other incentives	38	40	19	10	15	71	74	70
High info head or sub-head	38	53	49	37	57	57	66	53
High info body	42	14	15	28	9	21	22	9
High info ad (both of above)	16	10	3	13	6	14	18	-
High attention head	80	67	93	81	98	80	76	84
High attention sub-head	49	47	43	54	62	42	49	43
High attention copy	16	43	19	25	40	40	18	20

Table C-2

DISTRIBUTION OF ADS BY DETAILED PRODUCT CATEGORY

Product Category	Percent of Ads
BASE:	1009
CLOTHING/ACCESSORIES (NET)	16%
Women's dressy clothing: dresses, suits, and coats	4
Women's sportswear and separates	2
Women's athletic clothing (sports, dance, exercise), but not shoes	-*
Women's shoes (including sneakers and athletic shoes)	1
Women's accessories (costume jewelry, handbags, scarves, hosiery, sleepwear, intimate apparel)	1
Women's clothing and accessories -- mixed categories	1
Men's clothing (except shoes, accessories, and athletic clothing)	1
Men's shoes (including sneakers and athletic shoes)	-
Men's accessories (shirts, ties, sweaters, socks, pajamas, gifts)	-
Men's athletic clothing (sports, exercise), but not shoes	-
Men's clothing and accessories -- mixed categories	-
Children's clothing, athletic clothing, shoes and accessories	2
Fine jewelry and watches	1
Mixed clothing and accessories -- mixed users and/or mixed item types: two or more of categories above are represented in ad (except if all women's or all men's)	2
GROCERIES AND SUNDRIES (NET)	7
Groceries: food, beverages, household supplies, except pet food/supplies, alcoholic beverages, and tobacco products (items typically purchased in grocery stores, but not in fast food establishments or restaurants).	3
Pets, pet food, pet supplies	-
Alcoholic beverages	-
Tobacco products	-
Toiletries, cosmetics, medications, first aid supplies	4
Mixed grocery/convenience store items: two or more of categories above are represented in ad	-

*Less than half a percent

Table C-2 (continued)

Product Category	Percent of Ads
BASE:	1009
TRAVEL AND ENTERTAINMENT (NET)	14%
Restaurants (including fast food)	-
Travel: transportation (including short-term car rental), destinations (e.g., states, resort communities, countries), and accommodations	7
Live entertainment: plays, concerts, dinner theaters, club performances, etc.	2
Movies	4
Sporting events, race tracks, etc.	1
Miscellaneous entertainment: amusement parks, opportunities to meet celebrities, mixed entertainment types, etc.	1
APPLIANCES AND ELECTRONICS (NET)	7
Small appliances, cameras, and electronics: small home appliances (e.g., blenders, hair dryers), computers for home or business, telephones, cameras, TVs, VCRs, camcorders, stereo equipment, telecommunications devices, information systems and accessories (except records, tapes, videocassettes, diskettes)	5
Records, tapes, videocassettes, diskettes (recorded or blank)	1
Major appliances, e.g., ranges, washers	-
Mixed appliances and accessories: two or more of above	2
HOUSE AND GARDEN (NET)	14
Household furnishings: furniture, rugs/carpets, accessories, home decorating materials/services, art, upholsterers, etc.	12
Home building/renovating/repair services and products: do-it-yourself products/materials/tools; additions/decks/pools; renovations; hardware, paint, lumber, power tools, etc.; building contractors, electricians, plumbers, etc.	2
Farm, garden, indoor gardening: nursery stock, plants, garden equipment/supplies, landscape services, etc.	-
BOOKS AND NOTIONS (NET)	2
Books	1
Fabrics, yarns, arts and crafts materials	1
Toys	-
Games, miscellaneous gadgets, novelty items, holiday/seasonal decorations/items	-

Table C-2 (continued)

Product Category	Percent of Ads
BASE:	1009
AUTOMOTIVE (NET)	14%
Automobiles (new and used), including long-term auto leasing	10
Automobile aftermarket: tires, accessories, car radios and stereos, cellular car phones, servicing/repair	4
REAL ESTATE: houses, apartments, land, retirement or recreation communities -- for rent or sale	8
EMPLOYMENT	2
SERVICES (NET)	9
Education: schools, universities, courses, seminars, day care centers, etc.	1
Financial: banks, mortgage lenders, S&Ls, brokerage houses, credit cards, insurance, investment vehicles	4
Eye care/glasses/contact lenses	1
Other health care/medical: hospitals; individual doctors, dentists, and other providers; life care communities (with medical facilities); dental care; cosmetic surgery	1
Fitness/recreation: facilities (spas, health clubs, weight loss clinics); sports/exercise equipment (but not clothing or shoes)	2
Miscellaneous services: moving and storage companies, hair stylists, beauty salons, attorneys, public utilities, telephone companies, shippers (e.g., air/rail/bus freight, Federal Express, overnight mail) -- but excluding services encompassed by any category above	1
PROMOTION (NET)	4
Media: newspapers, TV or radio program/station/network, magazines, promotion of advertising in a given medium	3
Corporate image/issues/promotion: general promotion of company (as opposed to specific product), its good neighbor qualities, etc.; proxy votes and company position; stand on public issues (e.g., conservation, safety), etc.	-
Charity/public service: solicitations for charity, benefit performances, public service announcements	-
Retail store ad without specific product (e.g., ad saying only that credit cards now accepted)	-
Designer or brand name only, but not specific items advertised	1
Not covered by any of above categories	1
Mixed item, mixed categories: no single code (from above) can encompass all of the items in the ad	3

GLOSSARY OF TERMS

USED TO DESCRIBE ADS

GLOSSARY

Benefit headline/sub-head -- in a headline and/or sub-head, a benefit to the consumer of using the product/service is explicitly stated.

Body copy -- paragraphs or miscellaneous copy.

Brand -- proper name of the product or service advertised.

Bullets -- telegraphic entries, typically single line and preceded by a dark dot (but if used to identify individual illustrated items in the ad, considered cut lines instead).

Copy, more -- at least 200 words.

Copy, less -- less than 200 words.

Cut lines -- a few descriptive words that may include price, usually in a multi-item ad, accompanying each illustration.

Editorial environment -- the content of editorial copy, if any, on the page (not the section) on which the ad appears.

Gutter position -- ad abuts vertical fold (regardless of size or shape of ad). (Ad is not in the gutter position if there is anything between the vertical fold and the ad.)

Headline -- the largest typeface, regardless of placement, making a statement or indicating the brand name.

High attention copy -- copy that is at least 18 point or all caps.

High attention head -- a headline that is at least 72 point or all caps or three or more lines.

High attention sub-head -- a sub-head that is at least 30 point or all caps or three or more lines.

High info ad -- an ad with both a high info body and a high info head/sub-head.

High info body -- includes illustration showing use and/or results of product use, at least 51 words of copy, and price.

High info head/sub-head -- headline and/or sub-head includes advertiser name (or logo) and is relevant to product/service advertised.

Illustration -- graphical representation (e.g., photo, drawing), but not including maps or logos for either brand or store.

Content of illustration (for concrete products):

Product/package shown as still life only -- intended user not part of product illustration, neither use nor results of use shown. (Includes home furnishings when presented individually or in a store display rather than arranged as a complete room.)

Results of use of product shown -- often but not necessarily with user of product. (Includes home furnishings arranged as a complete room but without people.)

Product in use/action shown -- by the intended real user or by a fictitious or mythical user. (Includes home furnishings when arranged as a room and in use by real or fictitious user.)

Both product in use/action and results of product use shown -- in a multi-item ad these do not necessarily refer to the same item or to the most prominent item.

Major plus minor illustration(s) -- if two or more illustrations, one stands out from the other(s) as being noticeably larger.

Number of illustrations -- graphical representations (meeting the definition of illustration above) that touch each other or overlap are considered one illustration. Graphical representations, no matter how small, that are clearly separated by lines or even small amounts of space or copy are considered separate illustrations.

Logo -- recognizable, distinctive design element (a "dingbat") that uniquely identifies the supplier of the product or service (the store, not the brand); it may include words and/or graphical symbols.

First logo -- the largest; if of equal size, that nearer the top of the page; if at the same vertical placement, that on the left.

Second logo -- the remaining logo, if two; if more than two, selected according to the rules for identifying the first logo.

Multi-page ad -- consecutive pages by the same advertiser that either represent a single product category, are united by a common theme, or contain information integral to the adjacent pages of advertising.

Product category -- any one of 51 specific product categories or 5 "umbrella" categories (e.g., "women's clothing and accessories, mixed categories"). If the items in a multi-item ad can be subsumed within either a specific or umbrella category, they are defined as coming from a single product category.

Relevant headline/sub-head -- headline and/or sub-head applies specifically to the product category advertised (although it need not actually name the product category), as opposed to general statements that could apply to almost anything (e.g., "It's Fall!", "We're Your Store!")

Store -- the supplier of the product/service, where the customer goes to get it (can include banks, theatres, etc.).

Sub-head -- occurs only in an ad that has a headline. It is similar to the headline but of smaller typeface (the sub-head typeface is, however, larger than that of most of the copy).

White space -- background, regardless of color.

High white space -- at least two-thirds of the ad.

Medium white space -- less than two-thirds (but some).

No white space -- none or virtually none.